

ATTACHMENT F

Methods of Carrying Out New Jersey's Preference For Providing Services to Target Populations: Highlights of AAA Outreach Activities¹

ATLANTIC:

- Raise public awareness about programs and services available to the targeted population by use of an outreach Info-Van that visits low-income housing, shopping centers, municipal complexes, health fairs and local libraries.
- Increased collaboration with Mental Health Agencies to educate frail/vulnerable adults about available services, such as daily telephone calls to homebound older adults to assure their well-being and safety and to provide social interaction and psychological reassurance.
- Increased collaboration with municipalities having the highest concentration of African Americans, Asians and Hispanics and to provide educational seminars on AAA services.
- On-going contacts with faith-based organizations to inform of AAA services.
- Collaborates with the Spanish Community Center to develop additional Hispanic literature.

BERGEN:

- Continue mailings to frail/vulnerable residents who receive home delivered meals to inform them of available services.
- Hired a consultant for one year to outreach the late deafened and hard of hearing senior population and provide training for AAA and service provider staff on available resources and methods for working with this population.
- Legal services have established educational programs to reach the vulnerable populations in their communities through senior centers.
- Attends multicultural events, health fairs, and farmers markets to reach out and educate minority and poverty minority consumers about available services.
- Established three senior centers and nutrition programs, each of which targets a specific minority population, i.e., Asian, African American, and Hispanic.

BURLINGTON:

- Coordinates with the Burlington County Clerk's Mobile Unit to provide caregiver and general information on available AAA services to older adults around the county.
- Presentations to church groups and civic organizations informing them of AAA services and their provider network for the frail/vulnerable and homebound adults.
- Provides ongoing outreach and educational presentations through the Burlington County's Long-Term Care Network.
- Food baskets with literature are distributed during holidays.

¹ Note that outreach methods used to reach the Native American population in NJ, in particular, are addressed in Chapter 6, Section 307(a)(21)(B).

CAMDEN:

- Distributes literature about available AAA services for frail/vulnerable adults to caregivers, doctors' offices, Health Fairs, and senior housing complexes.
- The AAA has Vietnamese bilingual staff attending events and health fairs to introduce information on available AAA services to the Asian population.
- The AAA has a bilingual care manager on staff and funds a Hispanic outreach program located in an area with a high concentration of Hispanics.
- The AAA meets with church leaders and congregations located in poverty areas with a high concentration of minority consumers.
- The AAA works with utility companies in identifying low-income consumers at risk for shut off notices.

CAPE MAY:

- Coordinates referral efforts of frail/vulnerable clients to the AAA through doctors, hospitals, families and support groups.
- Presentations and distribution of informational material at church groups and meetings within the African American community.
- Successful outreach efforts have been obtained through contacts at food stores and pharmacies in addition to the normal outreach at local health fairs and through newsletters.

CUMBERLAND:

- Canvass selected client lists for fuel and property tax deduction in areas of high concentration of minorities to identify potential older adults who can benefit from AAA services.
- Efforts to ensure that AAA Advisory Council memberships are representative of the targeted populations in the county.
- Continues to look for activities in areas of high percentage of low-income residents to provide information on available services.

ESSEX:

- Provides outreach for frail, vulnerable and poverty adults through articles in the county newspaper, *Essex Advisor*, and through informational programs at community-based agencies.
- Collaborates with the New Jersey Peer Review Organization on health information and education campaigns on diabetes, breast cancer and flu prevention.
- Agency InfoVans travel to minority neighborhoods and areas with large concentration of seniors who may not have easy access to information and assistance.

GLOUCESTER:

- Arrange Medication Awareness seminars and health screenings at non-traditional and faith-based sites for their target populations.
- Distribute Senior Farmers' Market Vouchers at senior housing complexes and residences where broad cross-sections of minorities live.
- Senior housing complexes including low-income senior buildings are visited on a regular basis to distribute information on services available to seniors through the AAA and service providers in the county.

HUDSON:

- Employs bilingual staff and encourages service providers to do the same in order to better meet the needs of their target population.
- Coordinate efforts through the county nutrition centers to outreach their Asian and Hispanic population.

HUNTERDON:

- Continues to translate relevant informational materials/brochures about senior services and make them available to the target population.

MERCER:

- Coordinates referrals with the Interfaith Caregiver Program that provides in-home support services for Hispanic elderly with volunteer Hispanic staff.
- The Home Delivered Meals Program targets inner-city frail elderly residents and their multiethnic populations.

MIDDLESEX:

- Collaborates with Indian American senior clubs and networks within the Asian Indian community to provide information on senior services available in the county.
- Continues its initiative to translate all informational brochures in a variety of languages including Gujarati, Mandarin, Vietnamese, and Spanish and to widely distribute brochures to target groups and seniors with language barriers.
- Recruit bilingual staff fluent in Gujarati, Hindi, and Punjabi in order to reach these ethnic senior groups.

MONMOUTH:

- Two senior information vans travel throughout the county to specific communities and special multicultural events. The vans are equipped with informational brochures and VCR's with videos. Bilingual and bicultural field representatives man the vans.
- Collaborates with area hospitals to increase their outreach efforts to minority populations. Area hospitals have health programs and events that attract a large numbers of the target populations.
- A partnership with Latino Unidos of Ocean and Monmouth Counties enhances the AAA effort to outreach the Hispanic population. They assist in the distribution of informational brochures and announcements about senior services.
- Translate and distribute a quarterly senior newsletter with information about senior services and activities.
- The AAA bilingual outreach worker writes articles and does translations to complement the outreach efforts of the senior information vans.
- Cultural sensitivity training including information on African-American, Asians and Indians is a basic training component for AAA outreach workers.
- Educational health programs with information especially targeted to minority and culturally diverse senior populations such as Haitian, African-American, and Hispanic are offered in collaboration with volunteer nurses, the Parish Nursing Program. One such program is the American Heart Association's "Body, Mind, and Spirit" that provides advice on cardiovascular health and wellness.

MORRIS:

- Co-location with the Office of Temporary Assistance has enhanced the ongoing partnership and outreach efforts to meet the service needs of the targeted seniors.
- Utilize bilingual case managers to enhance outreach efforts and services to the Latino population.
- Collaborate with the County Hispanic Affairs Organization to promote AAA services and opportunities to a broader Latino sector. This organization provides assisted transportation and rides for nutrition programs, doctor's visits, shopping and administers the LIHEAP, the state heating and utilities assistance program.

OCEAN:

- Collaborates and partners with the county to outreach and provide senior services by utilizing the county established County Connection at the Ocean County's largest mall.
- Collaborates and partners with the county by utilizing the county established County Connection EXPRESS, which is a mobile outreach center bus that travels to communities and libraries.
- Continue efforts to engage in outreach at area hospitals, nursing homes and home health agencies to strengthen the communication network between providers and encourage resource information sharing with the Office of Senior Services.
- Networks with Medicaid/SSI, Board of Social Services, Housing Authorities to identify individuals with needs.

PASSAIC:

- Uses telephone reassurance calls to find out additional needs of frail adults.
- Provides updated information through our home health aide, day care, providers, and meals on wheels program drivers on legislative, benefits, long term care insurance and entitlement changes.
- Collaborates with New Jersey Transit to promote awareness of services to Hispanic population by advertising in buses.

SALEM:

- Conducts door to door outreach by utilizing AAA staff, staff from the Puerto Rican Action Organization, and staff of Nanticoke Lenni-Lenape Indian Council to deliver information to their respective communities.
- Continues to utilize the county's tax list to identify low-income elderly for senior services.
- Continues to utilize our effective mobile office throughout the county for Information & Assistance, outreach, and for the Farmer's Market Voucher Program.

SOMERSET:

- Outreaches frail adults by mailing letters regarding current issues of aging population to reduce isolation and vulnerability. Distribution is conducted through, but not limited to, parish administrators, realtors, funeral directors, and bereavement group leaders.
- Mails follow-up letters to senior center participants who discontinue their participation in the program in order to ensure that their needs are being met.
- Special outreach efforts geared toward recreation directors in the minority communities to ask for assistance with identifying community leaders to gain understanding of available resources and how to access them.

SUSSEX:

- Collaborates with the county Sheriff's Department Triad program and other local law enforcement to educate seniors on safety issues. Triad is a community-based partnership between law enforcement agencies, AAAs, and individuals involved in elderly issues. The goal of Triad is to reduce criminal victimization of the elderly by bringing together community agencies to form a relationship of trust with the elderly, enabling them to jointly recognize and solve problems.
- Continues the Gatekeeper program by educating post office workers, clergies, paramedics, volunteer of First Aid Squad and the community to gain awareness about the condition of seniors and where to refer for programs and services.
- Continue to issue periodic press releases through the newspaper and local TV for upcoming events and new programs for seniors.

UNION:

- Included a Spanish version of their resources directory on the Internet, which is updated on a regular basis.
- Continues to improve efforts to identify underserved minority due to cultural barriers by evaluating referrals and census data.
- Works with the Minority Task Force on Aging, minority newspapers, radio and television to keep communities informed of services.
- Outreaches to the Hispanic, Haitian, French sections of the community through ethnic supermarkets, doctors' offices and bodegas to increase awareness on senior services and resources.

WARREN:

- Establishes local outreach centers at community churches on publicized days to be able to address needs and connect seniors with staff and available professionals.
- Works with Municipal officials and the County's Council of Seniors, Inc. providing them with the most updated information on services and resources available in the county for seniors.